**4 C’s of Communication (Special Communication Skills)**

Any kind of communication depends on the following four factors. These factors are called as 4 C’s of communication.

These are:

* Clear
* Complete
* Correct
* Climate

**Clarity:**

The communication should be clear and understandable.

STRUCTURING- In order to build an effective business message, it is important to structure your communication so that the receiver understands the flow of ideas.

TONE-A tone of voice is an expression of a company’s values and way of thinking, and it’s not to be considered lightly. Just how the tone of your partner’s voice when speaking can instigate hurt feelings, or even an argument, the wrong tone of voice in your content can also put off potential customers.

INTONATIONS-Also known as voice modulation, intonation is like a ‘tune’ or ‘melody’ in the voice, used to express different shades of meaning.

Intonation patterns are the ways speakers adjust the pitch of their voice in order to convey meaning.

PACING-Pacing refers to the tempo in communication or how fast or slow the speaker speaks. The words per minute should be not too less nor too high so that the listener is able to focus and grasp.

EMPATHY-Empathy is the capacity to understand or feel what another person is experiencing from within their frame of reference, that is, the capacity to place oneself in another's position.

EMPHASIS- It refers to the stress given to a word or words when speaking to indicate particular importance. Emphasis can change the meaning of what is said.

CHOICE OF WORDS- A word choice is an important part of any communication. It is a manner in which something is expressed in words. The choice of words is the style of expression. A person, in general, chooses words to which he feels comfortable, confident, and simple enough for a general audience to understand.

**Correctness:**

The communication should be syntactically correct and must have proper punctuations.

ACCURATE INFORMATION- Accuracy in communication encompasses how well communicators create verbal and nonverbal messages that are understood by others and how well those messages are recognized, comprehended, recalled, and interpreted. In some very important respects, people are accurate in their communication.

SPELLING- A part of this communication is correct spelling in your writing. When we write, we are sending a message to our audience, and spelling errors can distract from that message.

GRAMMAR- If people need to interact, communication is necessary but poor grammar may affect it in wrong way. So importance of Grammar in Communication is very vital. Grammar lays the groundwork for effective communication. Punctuators may change the meaning of sentences entirely when shifted to adjacent places.

**Completeness:**

Active reading, active listening and probing techniques (asking relevant questions), makes any information complete.

ACTIVE READING- Active reading means the reader is engaged in the text that he or she is reading. When we read actively, we try to understand the text thoroughly by reading slowly and carefully, pausing to question a main idea or to reexamine a passage that confuses us, and interpreting the larger meanings and implications of the text we’re reading.

ACTIVE LISTENING- The act of mindfully hearing and attempting to comprehend the meaning of words spoken by another in a conversation or speech. It involves paying attention to the meticulous details.

PROBING TECHNIQUES- Asking the right question is at the heart of effective communications and information exchange. By using the right questions in a particular situation, you can improve a whole range of communications skills. For example, you can gather better information and learn more; you can build stronger relationships, manage people more effectively, and help others to learn too.**Climate:**

It constitutes the sub skills and miscellaneous skills that depend on the situation and how to response properly in such situations.

**Architecture of Communication:**